

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL  
FOR THE PREVENTION OF  
ALCOHOL AND OTHER DRUG PROBLEMS  
*Governor's Prevention Advisory Council***

**January 31, 2003 Meeting**

**MINUTES  
(Updated 5/12/03)**

**1. Welcome/Opening Comments - Kathy Jett, Director, Department of Alcohol and Drug Programs (ADP)/Chair, Governor's Prevention Advisory Council (GPAC)**

Attendance : See attachment.

**2. Governor's Prevention Advisory Council - Background:**

Purpose:

To determine how to coordinate all respective prevention activities across state agencies.

Binders:

The GPAC binders are to be utilized for Council activities. Additional materials will be added throughout the year. The initial materials included State Incentive Grant (SIG) information, draft charter, and draft fact sheet.

Public notice of the Council has been given.

**3. Overview of Other Agencies' Prevention Efforts**

**3.1 Department of Alcohol and Drug Programs**

**Kathy Jett, Chair:**

The GPAC will report progress annually to the Governor. A strategic plan is to be developed for this group to describe who we are, what we're doing, and what we will develop for the public.

**Michael Cunningham, Deputy Director, Prevention Services Division, ADP:**

Council members will be developing an understanding of what each agency currently provides in reference to alcohol, tobacco and other drug (ATOD) prevention.

Included in the ADP informational package are: 1) portions of our prevention strategic plan, including our mission and 2003 goals; 2) prevention funding structure; 3) prevention data collection; 4) overview of current collaborations with other statewide agencies; 5) resource center; and, 6) technical assistance (TA) directory.

All Council members are encouraged to develop a similar packet for inclusion in the GPAC binder to further understanding of areas for interagency collaboration on ATOD prevention.

### **3.2 California State University (CSU)**

**Allison Jones**, Assistant Vice Chancellor, Student Academic Support:

CSU Chancellor Reed initiated an alcohol prevention initiative in 2001 that is one of the most comprehensive prevention programs in the country. The CSU system of 23 campuses encompasses a diverse population of 410,000 students. Aspects of the initiative include: design to provide a safe environment, promote healthy choices; use not abuse; enforce laws and policies; support safe, legal, and moderate consumption; provide guidance to students; and, focus prevention efforts on campus and the surrounding community. A comprehensive alcohol policy report for each campus is due in July 2003.

Each campus must have an alcohol policy council, which includes members from the local community. Policies must be presented to students before and after arrival. The next alcohol policy conference will be April 24-25, 2003 at CSU Sacramento.

Collaborative Efforts: An MOU has been created between CSU and three state agencies - Alcoholic Beverage Control (ABC), ADP, and Office of Traffic Safety (OTS). Eight pilot campuses received mini-grants from OTS and supplementary monies from ABC for enforcement in communities adjacent to those campuses. ADP has provided technical assistance services.

Funding: The CSU initiative provided \$25,000/campus to develop new programming in response to trustee policy.

**Shirley Uplinger**, Vice President for Student Affairs:

The Trustees encourage all Vice Presidents for Student Affairs to ensure that this policy becomes a reality. The Trustees expect outcomes and measurements of these programs. There is energy on campus between students and faculty to develop influential programs.

Funding: CSU Sacramento received \$50,000 from Chevy's for alcohol prevention activities. Additional funding has been leveraged by cooperation of existing state agencies. There was no need to create brand new programs, just a need to reach out to existing programs.

### **3.3 University of California, Office of the President (UCOP)**

**Cathryn Nation, M.D.**, Director, Academic Health Sciences, UCOP:

Prevention activities on the individual campuses see their mission as promoting safe and healthy behaviors through policy and prevention programs. Health Centers have the primary responsibility for prevention programming and are staffed by professional health educators. The student perspective is captured by focus groups to assure "buy in" to the approaches. Social norm campaigns include T-shirts, posters, and statistics ("75% of UC Davis students drink 0-3 drinks when they party".) Developed campus-community coalitions for alcohol prevention that include local law enforcement, community educators, and others. The goal is not to set policy but to collaboratively develop policy with the community - community support for these campaigns is high.

**Michelle Famula, M.D.**, Director, Cowell Student Health Center, UCD:

At all levels of the University, alcohol is recognized as a long-standing problem and the prevention effort has a high priority. More effective use of resources and duplication of best practices are key themes. Student, faculty, and community voices state that more is needed within the alcohol prevention effort. Local data is more meaningful to students than national studies, which does not resonate as being “their” data.

### **3.4 Alcoholic Beverage Control (ABC)**

**Jerry Jolly**, Acting Director, ABC:

(Detailed handout provided an agency overview.) ABC’s mission is to protect health, safety, and welfare as well as encourage economic growth. There are 72,000 alcohol licensees and they represent 7% of California business. A top priority is to prevent minors from consuming alcoholic beverages. Given the small number of field agents, developing partnerships is the only way ABC can operate efficiently. Prevention efforts deal with licensing, education, and enforcement. The number/concentration of outlets affect crime and violence issues within a community – many of these issues can be addressed with appropriate licensing.

Collaborative Efforts: Existing partnerships with CSU and UC. Importance placed on developing partnerships with prevention organizations to build prevention experience within ABC. Mini grants to 8 CSU campuses with an end goal to determine where the students are drinking and how they are gaining access to alcohol (very focused on outcomes and data collection).

Funding: Almost 10% of ABC budget goes to local law enforcement to work on alcohol issues.

### **3.5 Office of Criminal Justice Planning (OCJP)**

**Joyce Fong**, Chief, Gang Violence Suppression Branch:

Collaborative Efforts: The Drug Suppression in Schools program was an agency agreement with ADP for middle school and high schools where law enforcement officers are onsite to facilitate prevention programs (DARE and after school activities). This program involves community members after school, parents, law enforcement, education, and ADP. A number of other programs have been developed based on previously passed legislation or federal funding directs goals.

Funding: This year the funding has been reduced from 34 to 16 sites across the state. Through the Office of Juvenile Justice and Delinquency Prevention (OJJDP), programs were funded for high-risk youth via after school programs and community-based organizations (CBO’s) to promote alternative activities.

### **3.6 Attorney General’s Office (AG)**

**Paul Seave**, Director, Crime and Violence Prevention Center:

Staff of 38 focus on children exposed to violence - domestic and youth – all of which has connections with AOD use. Two primary functions are: 1) provide information to state and local government, and 2) have the formal power to convene. Children’s exposure to violence

negatively impacts the child, as well as communities throughout the state. AG has created about 30 community collaborations to address AOD within the violence framework.

Collaborative Efforts: Works closely with Department of Health Services (DHS), Department of Education (CDE), ADP, and community collaborations.

**Steve Hedrick**, Assistant Director, Crime and Violence Prevention Center:

AOD is a contributing factor within a significant number of the crimes AG works to prevent. AG has collaborated with most of the present agencies, which fills gaps in experience and builds existing programs within the state and local communities.

Collaborative Efforts: The latest California Student Survey (CSS), conducted by the AG with CDE and ADP partners, reported on 10,000 7<sup>th</sup>-9<sup>th</sup>-11<sup>th</sup> graders for health and safety issues, including AOD. Multiple campaigns have occurred as a result of agency collaboration. AG can act as a translator between the different systems – agency language can hinder collaboration and AG can aid in creating a middle ground. Develop products for various organizations including a series of school safety CD's. Conceptually the programs work from a strength-based framework rather than seeing students as having deficits.

### **3.7 Department of Health Services (DHS)**

**Elizabeth Saviano**, Chief, Office of Women's Health:

Projects that DHS is engaged in for potential incorporation of AOD prevention include adolescent family life, perinatal services, and family planning. The Office of Women's Health looks for internal and external opportunities for collaboration and routinely works with local CBO's and state organizations. Currently working with other branches in the Department of Health Services on two projects: 1) domestic violence prevention and strategic planning (continuum for domestic violence, existing programs, how a prevention initiative could be integrated within existing programs, and creating new prevention efforts); 2) prevention of secondary aspects of the disabled female population. Other prevention activities include cardiovascular and tobacco- related diseases for younger ages.

Collaborative Efforts: Beginning discussions with campus-community partnership at UCSF towards recruitment into the health professions and including health messages within the recruitment process.

**Richard Rodriguez**, Assistant Deputy Director of Prevention Services:

DHS Mission: To prevent disease and premature health - importance of healthy habits and behavior change to create a better lifestyle. Current prevention activities include:

- 1) The Tobacco Control Program's media campaign (smoking cessation ads, emulated across nation), environmental policy work, and local grants for development of councils for youth;
- 2) Program to Stop Tobacco Access to Kids: offers incentives to prevent youth access to tobacco – uses decoy youth. Much of this work is done in vulnerable minority communities where many tobacco ads are focused.

- 3) Chronic disease control programs including heart and stroke programs, physical activity and health (alternatives for folks), asthma program (second hand smoke), family and domestic violence program, safe communities program (looking at alcohol).

Many opportunities for communication and similarities across programs that may enhance partnerships. The Women, Infants and Children (WIC) program presents opportunities for collaboration – have the audience that wants and needs the information.

### **3.8 Superintendent of Public Instruction (CDE)**

**Kathy Lewis**, Associate Superintendent for Child, Youth and Family Services:

Collaborative Efforts: The current driving force is the No Child Left Behind (NCLB) Act that includes Safe and Drug Free Schools and Communities (SDFSC) and 21<sup>st</sup> Century after school programs. Other collaborative efforts include:

- 1) Prop. 49 (before and after school programs in every elementary and middle schools – requiring local community involvement due to matching dollars);
- 2) 21<sup>st</sup> Century grants: Office of Secretary for Education and Foundation Consortium setting up model sites with 15 model after school programs;
- 3) Youth Development guide for after school programs;
- 4) Shifting the Focus;
- 5) Youth Development Summit;
- 6) Healthy Start in 1,300 schools to work on communities with health and academic achievement issues – now a network to build upon (mentoring);
- 7) GoServ

SDFSC presents many opportunities for collaboration across agencies. CDE is very concerned with outcomes. CDE, DHS and AG collaborate on data for the California Healthy Kids Survey (CHKS), as well as with ADP and AG on the California Student Survey.

Funding: SDFSC \$48 million; TUPE Program \$23 million. Healthy Start currently in Governor's Budget to be realigned. CDE publishes the *Getting Results* series that has included releases for AOD prevention, youth development, and tobacco. Funding for the CDE Healthy Kids Resource Center, which serves the whole state, may be cut.

**Meredith Rolfe**, Administrator, Safe and Healthy Kids Program Office:

Delivery system to school is exceptional. SDFSC prevention is based on the “Principles of Effectiveness” that include a) needs assessment (data collection); b) measurable outcomes; c) use of science-based materials; and, d) evaluation (links back to data collection piece).

### 3.9 Office of Traffic Safety (OTS)

**Chris Murphy**, Deputy Director:

OTS has a staff of 32 people with a \$79 million budget. OTS manages many grants for prevention and enforcement that have assisted almost all members of the GPAC.

Collaborative Efforts: Every 15 Minutes assembly program is one of their current successful projects; it started with ABC. Other AOD-traffic safety projects bring real DUI trials to high schools and provide seatbelt challenge programs. OTS had had partnerships with CDE, CHP, ADP, and ABC for years - assisting Friday Night Live/Club Live and have done media events.

### 4. Overview of Council - Kathy Jett, Chair:

The GPAC is a policy council that will focus on coordinated outcomes. Data sharing across agencies will be one area of collaboration.

The Governor's Policy Council on Homelessness is a model for the GPAC. It also operates with two representatives from each agency - one for policy level to speak for the agency and a second person with technical knowledge and skills to serve on workgroups.

There was general consensus that this model will serve the GPAC. The policy group will meet quarterly; workgroups would meet more frequently.

### 5. Meetings

The Governor asked all state agencies with councils to limit their meetings to once a year for cost saving reasons.

**Action Item 03-001 Allowable GPAC Meeting Frequency**

Issue: It was verified that the nature and membership of GPAC allows for meeting as necessary to conduct business.

Who: ADP

Status: Closed 02-07-03

### 6. State Incentive Grant (SIG):

ADP will receive a \$4 million grant for three years (total \$12 million) from the Center for Substance Abuse Prevention (CSAP). The SIG is designed to advance state-level prevention systems and requires coordination of multiple state agencies under the leadership of the Governor. The SIG requires that 85% of the funds go to local primary prevention services; the specific focus is binge drinking, ages 12-25. The upper ages correlate well with recent CSU and UC MOUs discussed above.

The GPAC will be the overall advisory body to the SIG. This grant also requires an annual statewide strategic plan for review by the Governor that focuses on statewide prevention coordination among various state agencies.

## **7. SIG Workgroups**

The SIG includes a number of reports and projects specified by the grant. The immediate need will be for a Statewide Strategic Planning Workgroup and an Evaluation Workgroup.

## **8. Council Priorities**

When asked about subjects other than the SIG that they might want the GPAC to consider as the Council begins to build its direction for future actions and/or policies, the members raised the following issues:

### **Possible Issues for GPAC Consideration - 1/31/03 Meeting**

- (1) “Current users in schools” (i.e., 10% from the California Student Survey not being clearly identified and targeted for prevention efforts)
- (2) Funding source regulations (i.e., science-based programs)
- (3) Sustainability of programs after grant funding ends
- (4) Competing interests inherent with collaborations. Sometimes a group has to give something up in order to get something
- (5) Funding/grant time frames within and between agencies
- (6) Youth Development - see youth as assets, not problems
- (7) Infuse new ideas into the systems to promote long-range prevention.
- (8) Instruction on different concepts
- (9) Border issues -
  - Business promotion to youth
  - Marketing toward youth
  - Travel to areas with lower drinking age
- (10) Impacting ATOD Media: Public Service Announcements (PSAs)
- (11) Impacting ATOD Media: Travel agencies promoting alcohol-related vacations to minors
- (12) “Responsible Use” skills for age-appropriate audience. (Kathy stated this would be a topic for appropriate discussion by the Policy Council)
- (13) Impacting ATOD Media: Media literacy training to assist youth in understanding the commercials promoting alcohol. Understanding what makes youth reconsider their habits

- (14) Impacting ATOD Media: Product placement
- (15) Celebrities promoting alcohol use
- (16) Linking sex and alcohol in commercials
- (17) How does the Council function? Disseminate information. Ways to include youth in the process? Input and feedback from communities. Expenses vs. resources
  - Science-Based Regulation
  - Coordination of grants
    - Within agencies
    - Across agencies
    - Information Dissemination to Public

## **9. Other Potential GPAC Members**

GPAC is composed of two persons from each member organization. One is designated as the “policy” person to speak on behalf of the organization; the second person is designated as “workgroup”, denoting technical expertise. The Governor-appointed persons comprise the GPAC.

There are no restrictions on additional members who may join workgroups as non-appointed persons to carry out GPAC tasks; issues will come along where it is essential to have the knowledge and skills of others to attain objectives.

Discussion of others who may be considered, either as a full council member or as technical workgroup members included:

- CHP (already expressed interest)
- Dept. of Mental Health
- Dept. of Social Services
- Community Colleges
- DMV
- Administrative Office of the Court
- California Youth Authority

The initial GPAC appointments were made selectively to conserve and respect members’ time. We want to develop a clear ATOD prevention focus and not expand too quickly or acquire issues too tangential to the Council’s primary mission of ATOD prevention.



## **10. Next Steps:**

### **10.1 Next meetings:**

GPAC meetings will be held quarterly. Fridays were identified as the best day with a start time of 09:30. Workgroups will meet as necessary and report back at quarterly Council meetings.

### **10.2 Minutes**

ADP will synthesize the information from this meeting and send to members.

## **A G E N D A**

### **GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS *Governor's Prevention Advisory Council***

**January 31, 2003  
9:00 a.m. – 12:45 p.m.  
Department of Alcohol and Drug Programs  
1700 K Street, 1<sup>st</sup> Floor Conference Room  
Sacramento, California 95814**

#### **OVERVIEW AND DISCUSSION**

- |  |                          |
|--|--------------------------|
| <b>1. Welcome/Opening Remarks</b>                                | <b>9:00</b>              |
| <b>2. Introductions</b>  | <b>9:10</b>              |
| Attorney General's Office  | Dept. of Education       |
| Dept. of Alcoholic Beverage Control                              | Dept. of Health Services |
| Office of Criminal Justice Planning                              | Office of Traffic Safety |
| University of California, Office of the President                |                          |
| California State University, Office of the Chancellor            |                          |
| <b>3. Prevention Background Information</b>                      | <b>9:15</b>              |
| <b>4. Overview of Other Agencies' Prevention Efforts</b>         | <b>9:45</b>              |
| <b>- BREAK -</b>   | <b>10:30</b>             |
| <b>5. Overview of Council -</b>                                  | <b>10:45</b>             |
| a. Purpose/Responsibilities (See Council Fact Sheet and Charter) |                          |
| b. State Incentive Grant (SIG) Advisory Committee                |                          |
| c. Council Structure and Meeting Format                          |                          |
| - Membership   |                          |
| <b>6. Council Priorities</b>                                     | <b>11:15</b>             |
| a. Establish Statewide Prevention Coordination Plan              |                          |
| b. Other priorities  |                          |

#### **SUMMARY/CLOSING** **12:15**

- Synopsis of information and what will be done with this information
- Next steps
- Future meeting dates